

## ORDER



**Orders**  
**Order / Rev:** 199813  
**Alt Order #:** 06843594  
**Product Desc:** 8/21-8/27 RESTORE OUR FUTURE  
**Estimate:** 356  
**Flight Dates:** 08/21/12 - 08/27/12  
**Original Date / Rev:** 08/20/12 / 08/20/12  
**Order Type:** REG

## WVBT

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Avenue  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Restore Our Future  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2570/SP271/TO1326/AL2874/MO967

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	10	\$12,100.00	\$10,285.00
08/27/12	08/27/12	1	\$1,200.00	\$1,020.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	10	\$12,100.00	\$10,285.00	0.00
September 2012	1	\$1,200.00	\$1,020.00	0.00
<b>Totals</b>	<b>11</b>	<b>\$13,300.00</b>	<b>\$11,305.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WVBT	9%	\$13,300.00
Market	100%	\$147,777.78

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	34%	\$50,244.44
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	31%	\$45,811.11
WTVZ	0%	\$0.00
WVEC	26%	\$38,422.22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/21/12	08/24/12	M-F 10-1044p	CM	10-1045p	- TWTF - -	:30	4	\$1,200.00	P1	0.00	NM	4	\$4,800.00
FOX NEWS AT 10 Start Date: 08/20/12, End Date: 08/26/12, Weekdays: - TWTF - -, Spots/Week: 4, Rate: \$1,200.00, Rating: 0.00															
E 2	WVBT	08/24/12	08/24/12		CM	8-9p	- - - - F - -	:30	1	\$600.00	P2	0.00	NM	1	\$600.00

Advertiser:	POL/Restore Our Future
Product Desc:	8/21-8/27 RESTORE OUR FUTURE
Estimate:	356

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Fri Hour 1												
				Fri 8-9p												
HOUSE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	----F--			1		\$600.00		0.00					
E 3	WVBT	08/25/12	08/25/12	Sa 10-1044p	CM	10-1045p	-----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00	
				Fox News @10 Sat												
FOX NEWS AT 10																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S-			1		\$1,000.00		0.00					
E 4	WVBT	08/26/12	08/26/12	FOX News Sunday	CM	10-11a	-----S	:30	1	\$100.00	P2	0.00	NM	1	\$100.00	
				Fox News Sunday												
FOX NEWS SUN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S			1		\$100.00		0.00					
E 5	WVBT	08/26/12	08/26/12	NFL Pre-Season Game	CM	Fox Preseason NF	-----S	:30	2	\$2,200.00	P1	0.00	NM	2	\$4,400.00	
				Fox Preseason NFL												
NFL PRE-SSN SF/DENVER																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S			2		\$2,200.00		0.00					
E 6	WVBT	08/26/12	08/26/12	Su 10-1044p	CM	10-1045p	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00	
				Fox News @10 Sun												
FOX NEWS AT 10																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/20/12	08/26/12	-----S			1		\$1,200.00		0.00					
E 7	WVBT	08/27/12	08/27/12	M-F 10-1044p	CM	10-1045p	M-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00	
				Fox News @ 10												
FOX NEWS AT 10																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/27/12	09/02/12	M-----			1		\$1,200.00		0.00					
														Totals	11	\$13,300.00